SM/BA 385 – Chapter 10 & 11 Assignment

Engaging the Community and Managing Guests

Use the beach volleyball tournament from Assignments 6 and 7/8.

- **Identify 2 "gatekeepers" that you would use to influence the attitude and perceptions of the event in the local area.**

–Give detailed reasons why you chose these 2 people

- **Assume tickets are being sold for the event. Describe your ticket selling strategy and make sure to include:**

–How far in advance you would start selling tickets? (slide 19)

–What method(s) you will use to sell tickets? (slide 20)

–Which technique would you use if tickets were not selling? (slide 21)

–Give your reasoning for all decisions you made